



Membership Development Report – January 2013

Europe, Middle East, Africa (Region 8)



This membership development report is issued on behalf of your IEEE Region, and the IEEE Member & Geographic Activities Board.



Greetings! This is the first report that I send on behalf of the R8 MD committee in 2013. Members who did not renew have lost their membership (are now in arrears), and we should try to make them want to come back to IEEE. You can find their names and addresses using the link in the second page of this report.

For 2013, the Membership Recruitment and Recovery Committee (MRRC) has set an objective of reaching 408K members at the end of August, and we at R8 will play an important role, being one of the largest regions in IEEE. We will work hard to achieve this aim.

From March, half-dues period starts; it is a great moment to promote IEEE to potential new members.

–Antonio Luque, Membership Development Chair, Region 8

Regional Snapshot	Total this Month	'12 vs. '11	% Change	Aug 2013 408,000 Member Goal – R8		2013 New Members (JAN)
Total Membership	79,351	1,257	1.6%	64.4%	Total	7055
• Higher-Grade	56,040	1,411	2.6%	60.4%	Higher Grade	1646
• Students	23,311	(154)	(0.06%)	78.0%	Students	5409
IEEE Worldwide - Total	438,246	11,474	2.7%	408,000		39,210

2013 Retention Dashboard / Benchmark	Cumulative – Through This Month			
	Professionals	Graduate Students	Undergraduate Students	Total
Region – Total Members	59.5%	56.3%	20.7%	55.0%
Region – 1 st -Year Members	23.7%	42.5%	15.6%	25.7%
IEEE – Total Members	66.5%	50.3%	15.5%	58.1%
IEEE – 1 st Year Members	24.1%	33.8%	11.9%	20.3%

First-Year Member Engagement	2013 Membership Cycle	2012 Membership Cycle
Recruitment	Member-Get-a-Member program: www.ieee.org/mgm , e-Membership program for new members.	23 February service deactivation occurs. Non-renewed members will be placed in arrears.
MGA Operations	First Year Member page available: http://www.ieee.org/start Renewal opportunity to reach out to new members, those joined last year	<i>Weekly</i> – New members receive welcome kit mailing <i>Monthly</i> - New members of prior month are invited to a new member orientation webcast
Section / Chapter Operations	New officer reporting via vTools. See note in next pages.	Use the Correspondence templates located on www.ieee.org/md for outreach to members who have not yet renewed.
SAMIEEE Analyses	SAMIEEE tool new training sessions, link below for access.	(MD) Last Renewal Year for Active Members (MD) Last Renewal Year for Active SOCIETY Members (MD) First Year Members Not Renewed
Volunteer Resources	SAMIEEE UPGRADE: http://www.ieee.org/about/volunteers/samieeee/index.html for video and training presentation	



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Best Section Total Retention	73.6% - Switzerland Section	67.6% - Denmark Section
	69.7% - Germany Section	67.3% - Finland Section
	67.9% - Norway Section	67.0% - Austria Section

Top Section Recruitment Year over Year	Percentage Growth		Numeric Growth	
	490.91% – Kuwait Section		242 - Tunisia Section	
	331.51% – Tunisia Section		220 - Turkey Section	
	320.00% – Cyprus Section		89 - U.K. & Rep of Ireland Section	

Upcoming MD Opportunities	Send a renewal email to members who did not renew (arrears)	Click here to download from SAMIEEE a list of members in arrears, including email address to contact them
	Half year dues start from March 1	Upgrade members to senior members and associates to regular members

MD Resource Links	IEEE Region 8	www.ieee.org/r8
	Benefits of Membership	www.ieee.org/benefits
	First Year Member Experience	www.ieee.org/start
	Online Supply Form	www.ieee.org/md
	IEEE Contact Center & Support	www.ieee.org/about/contact_center/index.html
	Membership Statistics myIEEE	www.ieee.org/md www.ieee.org/membership_services/membership/my_ieee.html
	MD Manual, Membership Presentations	www.ieee.org/md
Member-get-a-Member	www.ieee.org/mgm	
	MD Webcast Archive Guide for 2012, 2011, 2010 and 2009	www.ieee.org/md

Alert for Officer Reporting Change:

Effective 28 September 2012, all geographic unit officers reporting is to be submitted using [vTools.OfficerReporting](#). Geographic unit officer reporting will no longer be accepted using the legacy form, which will be deactivated at 5:00 PM ET on that same date.

vTools.Officer Reporting enables current geographic unit volunteers to submit officer reporting online. Volunteers can enter new officers and view, remove, or replace existing officers. Officer names are automatically validated and then updated to the IEEE database. An e-mail confirmation is sent for each submission. Please note that validation is based on business rules per geographic unit type.



IEEE GOLD Membership Data & MGA Information

GOLD Status Indicator

In March several new processes were introduced to the IBP system to manage the GOLD indicator code and reset it based on educational information provided by the member. Year over year data analysis is being compiled. These new validation processes in IT will substantially improve data quality but appear to skew the present GOLD member totals particularly as we examine year over year statistics.

The table below shows the current month with GOLD membership data. Each month's report will only show that month's data going forward until we have completed a year to begin year-over-year comparison.

Geographic IEEE Gold Membership - January 2013			
Region	Higher Grade w/o GSM	GSM	Total
1	3,587	635	4,222
2	3,236	663	3,899
3	3,605	770	4,375
4	2,824	623	3,447
5	3,577	595	4,172
6	6,351	1,048	7,399
R 1-6	23,180	4,334	27,514
7	2,728	725	3,453
8	13,576	2,614	16,190
9	2,936	381	3,317
10	13,555	1,445	15,000
R 7-10	32,795	5,165	37,960
TOTAL	55,975	9,499	65,474



IEEE Member & Geographic Activities (MGA) Information

The **IEEE Member and Geographic Activities** (MGA) Nominations and Appointments (N&A) Committee is soliciting nominations for the following 2014 leadership positions:

- MGA Vice President/MGA Board Chair
- MGA Treasurer
- MGA Vice Chairs
- MGA Committee Chairs

In accordance with the IEEE globalization initiative and in an attempt to ensure that MGA is globally balanced, each Region is requested to submit nominations. Self-nominations are encouraged. The deadline to submit nominations is 1 April 2013. A [complete list of available MGA positions, committee descriptions](#), the [MGA online nomination form](#), and information on the [MGA Nominations and Appointments process](#) are available.

➤ **[Nominate yourself or a colleague now](#)**

http://www.ieee.org/societies_communities/geo_activities/nominations_and_appointments/index.html



Year-over-Year – Renewal: 2013 Membership Year – January 2013

REGION 8	HIGHER GRADE MEMBERS			STUDENT MEMBERS			TOTAL MEMBERS		
	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Switzerland Section	2473	1866	75.5%	446	283	63.5%	2,919	2149	73.6%
Germany Section	5855	4245	72.5%	1693	1015	60.0%	7,548	5260	69.7%
Norway Section	903	622	68.9%	119	72	60.5%	1,022	694	67.9%
Denmark Section	702	487	69.4%	126	73	57.9%	828	560	67.6%
Finland Section	817	561	68.7%	256	161	62.9%	1,073	722	67.3%
Austria Section	972	653	67.2%	342	228	66.7%	1,314	881	67.0%
Benelux Section	2794	1952	69.9%	753	415	55.1%	3,547	2367	66.7%
Spain Section	3017	2076	68.8%	778	452	58.1%	3,795	2528	66.6%
Sweden Section	1711	1164	68.0%	475	288	60.6%	2,186	1452	66.4%
Latvia Section	87	60	69.0%	39	23	59.0%	126	83	65.9%
Croatia Section	495	315	63.6%	214	144	67.3%	709	459	64.7%
Italy Section	3825	2432	63.6%	633	349	55.1%	4,458	2781	62.4%
Czechoslovakia Section	479	321	67.0%	92	31	33.7%	571	352	61.6%
Lithuanian Section	78	49	62.8%	13	7	53.8%	91	56	61.5%
Israel Section	1036	642	62.0%	110	46	41.8%	1,146	688	60.0%
U.K. & Rep Of Ireland Section	8152	5098	62.5%	1650	770	46.7%	9,802	5868	59.9%
Portugal Section	789	493	62.5%	471	252	53.5%	1,260	745	59.1%
Romania Section	868	512	59.0%	128	76	59.4%	996	588	59.0%
Russia (Siberia) Section	186	113	60.8%	44	22	50.0%	230	135	58.7%
Poland Section	826	529	64.0%	163	48	29.4%	989	577	58.3%
Cyprus Section	197	114	57.9%	89	51	57.3%	286	165	57.7%
Russia Section	575	328	57.0%	76	33	43.4%	651	361	55.5%



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Greece Section	1322	785	59.4%	703	334	47.5%	2,025	1119	55.3%
Malta Section	115	55	47.8%	50	35	70.0%	165	90	54.5%
Estonia Section	94	56	59.6%	33	12	36.4%	127	68	53.5%
Iceland Section	60	38	63.3%	45	18	40.0%	105	56	53.3%
Bulgaria Section	238	122	51.3%	53	32	60.4%	291	154	52.9%
Slovenia Section	264	147	55.7%	45	15	33.3%	309	162	52.4%
France Section	3290	1789	54.4%	499	182	36.5%	3,789	1971	52.0%
Belarus Section	29	17	58.6%	17	6	35.3%	46	23	50.0%
South Africa Section	962	501	52.1%	240	91	37.9%	1,202	592	49.3%
Hungary Section	347	191	55.0%	97	17	17.5%	444	208	46.8%
Russia (Northwest) Section	185	105	56.8%	92	22	23.9%	277	127	45.8%
Republic Of Macedonia Section	118	59	50.0%	61	23	37.7%	179	82	45.8%
Saudi Arabia Section	689	326	47.3%	102	30	29.4%	791	356	45.0%
Serbia And Montenegro Section	532	228	42.9%	174	86	49.4%	706	314	44.5%
Morocco Section	100	48	48.0%	49	15	30.6%	149	63	42.3%
Ukraine Section	347	153	44.1%	125	44	35.2%	472	197	41.7%
Turkey Section	1133	520	45.9%	952	319	33.5%	2,085	839	40.2%
Bahrain Section	74	34	45.9%	19	3	15.8%	93	37	39.8%
Bosnia And Herzegovina Section	140	48	34.3%	75	35	46.7%	215	83	38.6%
Oman Section	113	52	46.0%	27	1	3.7%	140	53	37.9%



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	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal	Opportunity	# Renewal	% Renewal
Lebanon Section	342	129	37.7%	458	170	37.1%	800	299	37.4%
Western Saudi Arabia Section	265	102	38.5%	93	27	29.0%	358	129	36.0%
Qatar Section	173	71	41.0%	58	12	20.7%	231	83	35.9%
Kuwait Section	147	67	45.6%	61	7	11.5%	208	74	35.6%
Kenya Section	97	34	35.1%	16	3	18.8%	113	37	32.7%
Egypt Section	889	378	42.5%	1294	296	22.9%	2,183	674	30.9%
Iraq Section	120	39	32.5%	36	7	19.4%	156	46	29.5%
United Arab Emirates Section	880	349	39.7%	591	64	10.8%	1,471	413	28.1%
Nigeria Section	980	245	25.0%	327	58	17.7%	1,307	303	23.2%
Ghana Section	172	37	21.5%	42	11	26.2%	214	48	22.4%
Tunisia Section	286	64	22.4%	369	68	18.4%	655	132	20.2%
Jordan Section	255	93	36.5%	395	26	6.6%	650	119	18.3%
Iran Section	1350	194	14.4%	1140	211	18.5%	2,490	405	16.3%
Zambia Section	113	10	8.8%	3	1	33.3%	116	11	9.5%
Region 8 - Apo/Fpo	102	59	57.8%	24	10	41.7%	126	69	54.8%
Reg 8-Countries Outside Sections	676	275	40.7%	419	65	15.5%	1,095	340	31.1%



Year-over-Year – Recruitment: 2013 Membership Year

Section	January 2013	January 2012	# Change	% Change
Kuwait Section	65	11	54	490.91%
Tunisia Section	315	73	242	331.51%
Cyprus Section	63	15	48	320.00%
Kenya Section	16	7	9	128.57%
Malta Section	32	15	17	113.33%
Bahrain Section	34	16	18	112.50%
Turkey Section	471	251	220	87.65%
Bosnia And Herzegovina Section	15	8	7	87.50%
Lithuanian Section	18	10	8	80.00%
Oman Section	32	18	14	77.78%
Israel Section	93	58	35	60.34%
Morocco Section	53	34	19	55.88%
Denmark Section	64	45	19	42.22%
Russia (Northwest) Section	34	24	10	41.67%
Czechoslovakia Section	39	29	10	34.48%
Portugal Section	180	137	43	31.39%
Estonia Section	25	20	5	25.00%
South Africa Section	83	68	15	22.06%
Croatia Section	68	56	12	21.43%
Russia Section	88	73	15	20.55%
France Section	312	261	51	19.54%
Russia (Siberia) Section	23	20	3	15.00%
U.K. & Rep Of Ireland Section	821	732	89	12.16%



Year-over-Year – Recruitment: 2013 Membership Year

Section	January 2013	January 2012	# Change	% Change
Iceland Section	37	35	2	5.71%
Norway Section	57	54	3	5.56%
Romania Section	49	47	2	4.26%
Saudi Arabia Section	99	95	4	4.21%
Benelux Section	257	249	8	3.21%
Greece Section	284	280	4	1.43%
Egypt Section	522	519	3	0.58%
Poland Section	80	80	0	0.00%
Zambia Section	6	6	0	0.00%
Nigeria Section	212	218	-6	-2.75%
Bulgaria Section	34	35	-1	-2.86%
Switzerland Section	137	142	-5	-3.52%
Finland Section	66	69	-3	-4.35%
Lebanon Section	308	322	-14	-4.35%
Austria Section	89	96	-7	-7.29%
Western Saudi Arabia Section	58	65	-7	-10.77%
Germany Section	388	436	-48	-11.01%
Slovenia Section	16	18	-2	-11.11%
Latvia Section	7	8	-1	-12.50%
Sweden Section	113	131	-18	-13.74%
Republic Of Macedonia Section	12	14	-2	-14.29%
Spain Section	202	236	-34	-14.41%



Year-over-Year – Recruitment: 2013 Membership Year

Section	January 2013	January 2012	# Change	% Change
Belarus Section	5	6	-1	-16.67%
Ukraine Section	49	61	-12	-19.67%
Italy Section	216	270	-54	-20.00%
Qatar Section	35	48	-13	-27.08%
Jordan Section	145	219	-74	-33.79%
Hungary Section	18	28	-10	-35.71%
United Arab Emirates Section	202	354	-152	-42.94%
Iraq Section	15	40	-25	-62.50%
Serbia And Montenegro Section	29	84	-55	-65.48%
Ghana section	19	94	-75	-79.79%
Iran Section	86	522	-436	-83.52%
Region 8 - Apo/Fpo	10	15	-5	-33.33%
Reg 8-Countries Outside Sections	249	251	-2	-0.80%

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